

# Jim Dandy Offers New Market Concept

## 'Relaxed Shopping' Delights Patrons

An entirely new concept in supermarket "design for convenience" awaits shoppers at the newest and finest Jim Dandy market, Sepulveda Blvd. and Hawthorne Ave., West Torrance, which is staging its grand opening this weekend.

Not only is the new store building the largest and most attractive in the Jim Dandy chain, it has been laid out entirely on the principle of providing the utmost in relaxed shopping convenience.

From its 20 lamp-marked grocery display areas to its especially illuminated 90-foot self-service meat counter, the store has been designed for step-saving comfort.

Representing approximately a \$750,000 investment, the market encompasses 23,200 feet overall, including 18,000 square feet of display area.

### For Shopping Pleasure

From the time the customer drives into the 400-car black-topped parking area until the moment when one of Jim Dandy's scores of box boys load her purchases into the auto, everything is geared to make the shopping trip as pleasurable as possible.

When the shopper leaves her car, she is struck with the almost incredible beauty of the lichen-stained front of the building, its unique blue overhanging portico, and its unbroken glass front.

She steps through one of the automatic "in" doors and she is inside the grocery display area. There are no bothersome "one-way" gates to pass.

At her left, she cashes a check with no inconvenience at the special booth provided for that purpose. She will not be further delayed at the checkstand. Empty bottles will also be returned at this location.

Ready to shop, she has several thousand items scientifically arranged at fingertip reach.

Gorgeous non-glare pastel colors, especially selected for Jim Dandy by a noted color consultant, make for a light, airy, pleasurable shopping atmosphere.

### Adequate Aisles

Eight-foot-wide aisles in the central grocery department eliminate congestion, and all merchandise is attractively displayed within easy reach.

Jim Dandy's first self-service liquor department lines the east side of the building in a five-tiered, tempting array.

Across the back of the market is a selection of the choicest and tenderest cuts of Jim Dandy's famous Bonded Meats.

Low-lying, light blue frozen food display cases stretch lengthwise across the center of the building. A step away is the 20-door, automatic-closing, refrigerated dairy product cooler.

Along the west side are mirrored wet racks containing the

freshest and crispest of vegetables and fruits.

Another step and the shopper is attracted by the latest of Manning's famous bakeries.

When all purchases are finally collected conveniently into one of Jim Dandy's new roller-type carts, they are wheeled to one of eight low blue and pink, Speedee-type checkstands.

The purchases are laid out on a revolving tray while the order is swiftly rung up on a modern automatic cash register.

As the customer walks through one of the automatic "out" doors, a box boy carries her purchases to the car and neatly stows them away.

While inside the market, the shopper has enjoyed perfect temperature controlled by the finest of air conditioning systems and basked in the soft illumination provided by 18 banks of fluorescent lights and countless spotlights for special effects.

The customer has rolled her cart easily across the special vinyl flooring and enjoyed the quiet shopping atmosphere provided by the acoustical tile ceiling.

During her shopping tour, she has been pleasantly entertained by soft music circulated throughout the store by the market's hi-fi broadcasting system.

The market building was designed for Jim Dandy by Miller-Royer-Kite, AIA.

It was "constructed for convenience" by Ernest Hahn, widely known builder.

## Store Decorated By Arizona Rock

Lichen rock, imported especially from Arizona, decorates the wide front of the newest Jim Dandy market at Sepulveda and Hawthorne Aves., Torrance.

Presenting a spectacular appearance, the expensive light-reflecting rock is decorated with a living moss growth.

Selected by Jim Dandy architects because of its natural beauty, the rock must be watered weekly to assure proper growth of the attractive green moss.

### MODERN VANE

SAN DIEGO, Calif. — The new weather vane on top of the Charles E. Hunt residence is topped by a replica of the Explorer, America's first earth satellite.



The New Jim Dandy Market at Sepulveda Blvd. and Hawthorne Ave., largest and handsomest in the Jim Dandy chain.



Spacious and inviting, the interior of the new Jim Dandy Market seems to beckon to shoppers.

## Other Shops Will Follow New Market

Torrance's new Jim Dandy market is located in the heart of a new 7 1/2-acre shopping district which will soon house a branch of the Bank of America, a drug store and several other shops.

Expected to be completed within the next year, the shopping center will contain 100,000 square feet of total building development.

Bounded by Sepulveda, Ocean and Hawthorne Aves., the retail district is situated on a portion of the historic Del Amo ranch, nearly adjacent to the huge Broadway-Sears Del Amo Shopping Center now under construction.

### Bank and Other Shops

The two suburban retail centers are expected to serve hundreds of thousands of shoppers from a wide area.

The Bank of America is expected to start work soon on their branch building in the Jim Dandy center.

A number of service shops will be built adjoining the new drug store.

The entire center has been blacktopped to provide parking space for 400 cars.

### Eleven Supermarkets

The site was purchased by the Jim Dandy Division of Lucky Stores, Inc. from Kelly-Mullen. The Coldwell Banker Co. has been named leasing agent for the development.

The fast-growing Jim Dandy organization presently operates 11 supermarkets in Los Angeles County and is a division of Lucky Stores, Inc., which in turn operates some 85 stores in California.



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